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### Mid-South Fair program, Memphis, 1976

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## COLISEUM ATTRACTIONS

### WORLD CHAMPIONSHIP RODEO

Sept. 24 & 25 - Starring Tom T. Hall

Sept. 26 & 27 - Starring Tanya Tucker

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Sept. 29 - UP WITH PEOPLE

\*\*\*\*\*

Sept. 30 - SHOWTIME '76

\*\*\*\*\*

Oct. 1 - BEACH BOYS

\*\*\*\*\*

Oct. 2 - COUNTRY MUSIC SPECTACULAR

FREE-----ATTRACTIONS-----FREE

BUDWEISER'S CLYDESDALES

OLYMPIC CIRCUS

THE FLOWERS FAMILY

GARLAND PARNELL & CHIMPANZEE

NAVY STEEL DRUM BAND

PETTING ZOO

TROPICAL BIRD SHOW

TVA BICENTENNIAL CARAVAN

VANDERMEIDE, HYPNOTIST

USAF SHOW BAND & ROCK BAND

GOSPEL MUSIC

-----PLUS-----

FINE ARTS SHOW

FLOWER SHOWS

COMMERCIAL EXHIBITS

LIVESTOCK EXHIBITS

CRAFTS, NEEDLEWORK AND CULINARY EXHIBITS

WILDLIFE GARDEN AND CRAFTS

CHEERLEADERS CONTEST

MISS YOUTH PERSONALITY CONTEST

YOUTH TALENT CONTEST



p.o. box 14808    memphis, tennessee 38114    901-274-8800

1976 DATES - SEPT. 24 - OCT. 2

~~1975 dates - september 19 thru 27~~

Mid-South Fair visitors are greeted by over \$50,000 in free entertainment and educational exhibits, and contests galore to challenge the competitive spirit of all age groups. Spacious buildings provide great settings for exhibits of merchants' products and services. A million dollar midway beckons to all for a thrill on the newest and most exciting rides. Livestock shows, Rodeo, star entertainment, food—all this and more awaits the Fair-goer.



Opening in the spring of '76, LIBERTYLAND . . . steeped in the rich heritage of America, in Colonial architecture and quaint 18th century shops . . . in the log cabins and stockades of the old Frontier . . . in the gaiety of Turn-Of-The-Century . . . and in the crafts and trades that grew into America's industry.

You can dine on a patio over a lake or in a Colonial Inn, take in an extravaganza of sight and sound in a multi-media presentation inside, or enjoy song and dance at an amphitheatre by the water's edge. Hear Dixieland Jazz at the band pavilion or see the Dolphin Show. Experience the thrill of the roller coaster or a ride down a water flume in a carved-out log. Go up and down and round and round on ride after ride. Visit the Petting Zoo and the Arcade. There'll be theatres, shade, beauty and laughter . . . everywhere.



LIBERTYLAND . . . THE FOURTH OF JULY  
ALL SUMMER LONG





# 9 exciting days



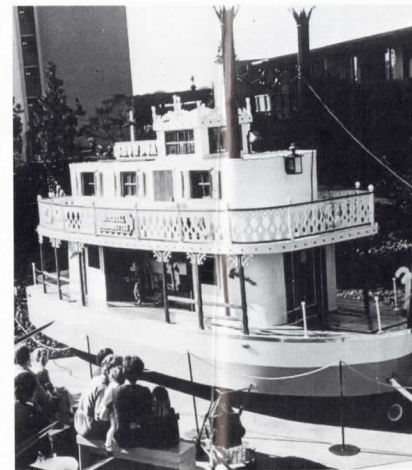
Parades lead the way.



Outdoor stages offer varied entertainment—FREE.



Food—Fun—Fair!



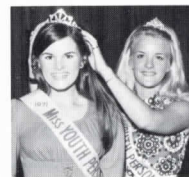
Special Attractions  
The Mitchell  
Marionettes.



Fashions & Crafts  
(Family Living Center).



Meet friends at the Petting Zoo.



Flowers abound in  
Horticulture displays.



Art and photography  
in the Coliseum.



World's largest Youth Talent Contest.



Fair in its immensity (aerial view).



Competing for Championship.



# Mid-South Fair

## DAILY PROGRAM HIGHLIGHTS

GATES OPEN DAILY — 8 A.M.  
BUILDINGS OPEN DAILY 10 A.M.—10 P.M.

### "PIONEER DAYS AT THE FAIR" FRIDAY, SEPTEMBER 24 MEMPHIS CITY SCHOOL DAY (Students Free 'til 6:00 P.M.)

7:30 a.m. — Intercollegiate Livestock Judging (Arena Bldg.)  
8:00 a.m. — Jr. Swine Shows (Swine Barn)  
10:00 a.m. — Cheerleader Contest—Jr. High Schools (Stage 1)  
10:30 a.m. — Craigmont Jr. H.S. Band  
12:00 noon — Towering Oaks Academic Band (Stage 2)  
12:00 noon — Heritage '76 Fashions (FLC)  
1:00 p.m. — Flower Show "Colonial Spirit" (Hort.)  
1:00 p.m. — Silk Flowers Demonstration (FLC)  
1:30 p.m. — Cheerleader Contest—High Schools (Stage 1)  
1:30 p.m. — Towering Oaks Academic Band (Stage 2)  
2:00 p.m. — Hair Styling (FLC)  
2:30 p.m. — Music of America (Pipkin Center)  
3:00 p.m. — Silk Flowers Demonstration (FLC)  
4:00 p.m. — Elliston Academy H.S. Band (Stage 2)  
4:30 p.m. — Music of America (Pipkin Center)  
5:00 p.m. — Jr. Beef Show (North Arena)  
5:00 p.m. — Party Foods Demonstration (FLC)  
6:00 p.m. — Flower Arranging (FLC)  
6:30 p.m. — Music of America (Pipkin Center)  
7:00 p.m. — Smocking Demonstration (FLC)  
8:00 p.m. — Parade of Wedding Gowns (FLC)  
8:30 p.m. — World Championship Rodeo starring Tom T. Hall (Coliseum)

### "PIONEER DAYS AT THE FAIR" SATURDAY, SEPTEMBER 25 4-H DAY

9:00 a.m. — 4-H Bicycle Rodeo (Stage 1)  
9:00 a.m. — 4-H Barbecue Contest (Westside Bldg. #6)  
9:00 a.m. — 4-H BB Shooting Contest (Southside Youth Bldg.)  
9:00 a.m. — 4-H Livestock Judging (Arena Bldg.)  
9:00 a.m. — 4-H Dairy Cattle Judging (North Arena)  
9:00 a.m. — 4-H Poultry Judging (Arena Bldg.)  
10:00 a.m. — Flower Show "Colonial Spirit" (Hort.)

### NAVY MEMPHIS COUNTRY EMPIRE (C&W)

Wednesday, Sept. 29 ..... 7:30, 9:00  
Thursday, Sept. 30 ..... 7:00, 9:00

#### Stage 2

Saturday, Oct. 2 ..... 7:00, 9:00

#### Liberty Theatre

### STERNWHEEL DRIVE (Show Band)

Wednesday, Sept. 29 ..... 1:00, 2:30  
Friday, Oct. 1 ..... 7:00, 9:00

#### Stage 1

### ATLANTIS (Rock)

Friday, Oct. 1 ..... 8:00, 9:30

#### Stage 2

11:00 a.m. — 4-H Dress Revue (Youth Bldg.)  
12:00 noon — Fashion Show (FLC)  
12:30 p.m. — Lexington, Tn. H.S. Band (Stage 2)  
1:00 p.m. — Taxidermy Demonstration (FLC)  
1:30 p.m. — World Championship Rodeo starring Tom T. Hall (Coliseum)  
2:00 p.m. — Entertainment (FLC)  
2:30 p.m. — Dyersburg H.S. Band (Stage 2)  
2:30 p.m. — Music of America (Pipkin Center)  
3:00 p.m. — Taxidermy Demonstration (FLC)  
4:00 p.m. — Harding Academy H.S. Band (Stage 2)  
4:00 p.m. — Baby Picture Parade (FLC)  
4:30 p.m. — Music of America (Pipkin Center)  
4:30 p.m. — World Championship Rodeo starring Tom T. Hall (Coliseum)  
5:00 p.m. — Foods Demonstration (FLC)  
6:00 p.m. — Dyersburg H.S. Band (Stage 2)  
6:30 p.m. — Music of America (Pipkin Center)  
7:00 p.m. — Crafts Demonstration (FLC)  
8:00 p.m. — Fashion Show (FLC)  
8:30 p.m. — World Championship Rodeo starring Tom T. Hall (Coliseum)

### "PIONEER DAYS AT THE FAIR" SUNDAY, SEPTEMBER 26 FAMILY DAY

12:30 p.m. — Youth Talent Band Contest (Stages 1 & 2)  
1:00 p.m. — Cake Decorating Demonstration (FLC)  
1:00 p.m. — Flower Show "The First 200 Years" (Hort.)  
1:30 p.m. — World Championship Rodeo starring Tanya Tucker (Coliseum)  
2:00 p.m. — Entertainment (FLC)  
2:30 p.m. — Music of America (Pipkin Center)  
2:30 p.m. — Osceola, Ark. H.S. Band (Stage 2)  
2:30 p.m. — Miss Youth Personality Contest (Youth Bldg.)  
3:00 p.m. — Cake Decorating Demonstration (FLC)  
4:00 p.m. — Fashion Show (FLC)  
4:30 p.m. — World Championship Rodeo starring Tanya Tucker (Coliseum)  
4:30 p.m. — Music of America (Pipkin Center)  
5:00 p.m. — Foods Demonstration (FLC)  
6:00 p.m. — Flower Arranging (FLC)  
6:30 p.m. — Music of America (Pipkin Center)  
7:00 p.m. — Silk Flower Demonstration (FLC)

### TROPICAL BIRD SHOW (Stage 3)

Daily ..... 12:30, 2:00, 4:00, 6:00, 8:00, 9:00

### OLYMPIC CIRCUS

Friday, Sept. 24 ..... 12:00, 3:00, 7:00  
Saturday, Sept. 25 ..... 3:00, 7:00  
Sunday, Sept. 26 ..... 3:00, 7:00  
Monday, Sept. 27 ..... 12:00, 3:00, 7:00  
Tuesday, Sept. 28 & Wednesday, Sept. 29.... 3:00, 7:00  
Thursday, Sept. 30 ..... 1:00, 7:00  
Friday, Oct. 1 & Saturday, Oct. 2 ..... 3:00, 7:00

Sponsored by

COCA-COLA BOTTLING CO. OF MEMPHIS  
&  
MCDONALD'S

### "PIONEER DAYS AT THE FAIR" MONDAY, SEPTEMBER 27 MEMPHIS CITY & SHELBY COUNTY SCHOOL DAY FFA-FHA HERO DAY (Students Free 'til 6:00 P.M.)

8:00 a.m. — Jr. Dairy Shows (Arena Bldg.)  
8:30 a.m. — Market Barrows (Swine Barn)  
9:00 a.m. — FFA Dairy Cattle Judging (Arena Bldg.)  
9:00 a.m. — FFA Livestock Judging (North Barn Arena)  
9:00 a.m. — FFA Welding Contest (Eastside Mid-South Fair Shop)  
10:00 a.m. — Flower Show "The First 200 Years" (Hort.)  
10:00 a.m. — Cheerleader Contest—Jr. H.S. (Stage 1)  
11:00 a.m. — Carcass Barrow on Foot (Swine Barn)  
12:00 noon — "Fashion Energy" Fashions (FLC)  
12:00 noon — Wooddale Jr. H.S. Band (Stage 2)  
12:30 p.m. — Intercollegiate Dairy Cattle Judging (Arena)  
12:30 p.m. — Mid-South 4-H National Dairy Judging Contest (Arena)  
1:00 p.m. — China-Painting Demonstration (FLC)  
1:00 p.m. — FFA-FHA Recognition Ceremony (Coliseum)  
1:30 p.m. — World Championship Rodeo starring Tanya Tucker (Coliseum)  
1:30 p.m. — Cheerleader Contest—H.S. (Stage 1)  
2:00 p.m. — Entertainment (FLC)  
2:00 p.m. — Yorkshire Swine Show (Swine Barn)  
2:30 p.m. — Music of America (Pipkin Center)  
3:00 p.m. — China-Painting Demonstration (FLC)  
4:00 p.m. — Children's Fashion Show (FLC)  
4:30 p.m. — Music of America (Pipkin Center)  
5:00 p.m. — Cookie Making Demonstration (FLC)  
6:00 p.m. — Hair Styling (FLC)  
6:00 p.m. — Collierville H.S. Band (Stage 2)  
6:30 p.m. — Music of America (Pipkin Center)  
7:00 p.m. — Quilting Demonstration (FLC)  
7:30 p.m. — Collierville H.S. Band (Stage 2)  
8:00 p.m. — "Fashion Energy" Fashions (FLC)  
8:30 p.m. — World Championship Rodeo starring Tanya Tucker (Coliseum)

### FLOWERS FAMILY

Sunday, Sept. 26 &  
Thursday, Sept. 29 ..... 2:00, 5:30, 8:00  
Friday, Oct. 1 & Saturday, Oct. 2 ..... 2:00, 8:00

#### Liberty Theatre

### YOUTH TALENT CONTEST (West End—Youth Center)

Friday, Sept. 24 & Saturday, Sept. 25..... 3:00, 7:00  
Sunday, Sept. 26 ..... 12:30, 7:00  
Monday, Sept. 27 & Tuesday, Sept. 28..... 3:00, 7:00  
Wednesday, Sept. 29 ..... 10:00 a.m.  
Semi-Finals ..... 6:00  
Thursday, Sept. 30 ..... (Finals) 8:00

Finals at the Mid-South Coliseum  
Sponsored by  
WREG-TV  
and  
MEMPHIS PRESS-SCIMITAR

### TUESDAY, SEPTEMBER 28 MID-SOUTH SCHOOL DAY

8:30 a.m. — Duroc Swine Show (Swine Barn)  
9:00 a.m. — Santa Gertrudis Show (North Barn Arena)  
9:00 a.m. — Brown Swiss Show (Arena)  
9:00 a.m. — Ayrshire Show (Arena)  
1:00 p.m. — Shorthorn Show (Arena)  
1:00 a.m. — Guernsey Show (Arena)  
1:00 p.m. — Sky View Baptist Academy Band (Stage 2)  
1:00 p.m. — Flower Show "Our Rich Heritage" (Hort.)  
1:00 p.m. — Tole Painting Demonstration (FLC)  
1:30 p.m. — Southern Baptist Educational Center Band (Stage 1)  
2:00 p.m. — Chester White Show (Swine Barn)  
2:00 p.m. — Entertainment (FLC)  
2:30 p.m. — Music of America (Pipkin Center)  
3:00 p.m. — Tole Painting Demonstration (FLC)  
4:00 p.m. — Southern Baptist Education Center Band (Stage 2)  
4:30 p.m. — Music of America (Pipkin Center)  
5:00 p.m. — Biscuit Making Demonstration (FLC)  
6:00 p.m. — Angus Show (North Barn Arena)  
6:00 p.m. — Suffolk Sheep (Swine Barn)  
6:00 p.m. — Covington, Tn. H.S. Band (Stage 2)  
6:30 p.m. — Budweiser Clydesdales (Arena Bldg.)  
6:30 p.m. — Music of America (Pipkin Center)  
7:00 p.m. — Crafts Demonstration (FLC)  
7:30 p.m. — Dorset Sheep (Swine Barn)

### WEDNESDAY, SEPTEMBER 29 LADIES' DAY (Ladies Free 'til 5:00 P.M.)

8:00 a.m. — Jersey Show (Arena)  
8:30 a.m. — Poland China Swine Show (Swine Barn)  
9:00 a.m. — Holstein Show (North Barn Arena)  
9:00 a.m. — Hereford Show (Arena)  
10:00 a.m. — Flower Show "Our Rich Heritage" (Hort.)  
12:00 noon — Culinary Judging (FLC)  
1:00 p.m. — China-Painting Demonstration (FLC)  
2:00 p.m. — Entertainment (FLC)  
2:00 p.m. — Hampshire Swine Show (Swine Barn)  
2:00 p.m. — Charolais Show (North Barn Arena)  
2:00 p.m. — Marianna, Ark. Lee Sr. H.S. Band (Stage 2)  
2:30 p.m. — Music of America (Pipkin Center)  
3:00 p.m. — China-Painting Demonstration (FLC)  
3:00 p.m. — Southdown Sheep (Swine Barn)  
4:00 p.m. — Fashion Show (FLC)  
4:30 p.m. — Music of America (Pipkin Center)  
5:00 p.m. — Snacks Demonstration (FLC)  
6:00 p.m. — Flower Arranging (FLC)  
6:00 p.m. — Hampshire Sheep (Swine Barn)  
6:30 p.m. — Budweiser Clydesdales (Arena Bldg.)  
6:30 p.m. — Music of America (Pipkin Center)  
7:00 p.m. — Crafts Demonstration (FLC)  
7:30 p.m. — Shropshire Sheep (Swine Barn)  
7:30 p.m. — "Up With People" (Coliseum)

ARENA BUILDING SHOW — Tue. (28)—Sat. (2)  
Budweiser Clydesdales  
MSU Jazz Band/The Deputies  
Dog Obedience Demonstrations  
6:15 p.m.

### MEMPHIS FIRE DEPARTMENT BAND (Stage 1)

Friday, Sept. 24 ..... 6:30, 9:30  
Saturday, Sept. 25 ..... 3:30, 6:30, 9:30  
Sunday, Sept. 26 ..... 3:30, 6:30, 9:30  
Monday, Sept. 27 ..... 6:30, 9:30  
Tuesday, Sept. 28 &  
Thursday, Sept. 30 ..... 3:30, 6:30, 9:30  
Saturday, Oct. 2 ..... 3:30, 6:30, 9:30



Union Planters National Bank of Memphis & mid-south fair

COMPLIMENTS OF



8:30 a.m.—Spotted Poland China (Swine Barn)  
9:00 a.m.—Polled Hereford (Arena)  
11:00 a.m.—Any Other Breed Swine (Swine Barn)  
1:00 p.m.—Flower Show "Tribute to America" (Hort.)  
1:00 p.m.—Copper Enameling (FLC)  
1:00 p.m.—Middleton, Tn. H.S. Band (Stage 1)  
1:00 p.m.—Treadwell H.S. Band (Stage 2)  
2:30 p.m.—Middleton, Tn. H.S. Band (Stage 1)  
2:30 p.m.—Music of America (Pipkin Center)  
3:00 p.m.—Treadwell H.S. Band (Stage 2)  
3:00 p.m.—Copper Enameling (FLC)  
4:00 p.m.—Porter Jr. H.S. Band (Stage 2)  
4:30 p.m.—Music of America (Pipkin Center)  
4:00 p.m.—Foods Demonstration (FLC)  
5:00 p.m.—Family Land Heritage Presentation  
(Liberty Theatre)  
5:30 p.m.—Porter Jr. H.S. Jazz Trio (Stage 1)  
6:30 p.m.—Budweiser Clydesdales (Arena Bldg.)  
6:30 p.m.—Music of America (Pipkin Center)  
7:00 p.m.—Polled Hereford Sale (North Barn Arena)  
7:00 p.m.—Crafts Demonstration (FLC)  
7:30 p.m.—Entertainment (FLC)  
8:00 p.m.—Sweepstakes Awards (FLC)  
8:00 p.m.—"Showtime '76" Youth Talent Contest Finals  
(Coliseum—Free)

9:00 a.m.—Song Fest Senior Americans (Youth Center)  
10:00 a.m.—Mr. & Mrs. Fair Senior American (Youth Center)  
10:00 a.m.—Flower Show "Tribute to America" (Hort.)  
11:00 a.m.—Senior Americans Fashion Show (Youth Center)  
11:45 a.m.—Bicentennial Hat Show (Youth Center)  
12:00 noon—Whopper Tale Contest (Youth Center)  
12:30 p.m.—Womanless Beauty Contest (Youth Center)  
1:00 p.m.—Variety Show (Youth Center)  
1:00 p.m.—Flower Arranging (FLC)  
1:00 p.m.—Sheffield H.S. Band  
2:00 p.m.—Senior Americans Dancing  
(Open to Senior Americans Only) (Youth Center)  
2:30 p.m.—Sheffield H.S. Band  
2:30 p.m.—Music of America (Pipkin Center)  
2:45 p.m.—Senior American Dance Contest (Youth Center)  
3:00 p.m.—Flower Arranging (FLC)  
3:15 p.m.—Senior Americans Dancing (Youth Center)  
4:00 p.m.—Entertainment (FLC)  
4:00 p.m.—Byhalia, Miss. H.S. Band (Stage 1)  
4:30 p.m.—Music of America (Pipkin Center)  
5:00 p.m.—Foods Demonstration (FLC)  
6:00 p.m.—Byhalia, Miss. H.S. Band (Stage 2)  
6:30 p.m.—Budweiser Clydesdales (Arena Bldg.)  
6:30 p.m.—Music of America (Pipkin Center)  
7:00 p.m.—Crafts Demonstration (FLC)  
8:00 p.m.—Beach Boys (Coliseum)

Friday, Sept. 24 & Friday, Oct. 1 ..... 3:00, 9:00  
**Liberty Theatre**

10:00 a.m. —Cheerleader Contest Finals (Stage 1)  
10:00 a.m. —Leisure Activities Day (Youth Center, West End)  
10:00 a.m. —Flower Show "Tribute to America" (Hort.)  
1:00 p.m. —Taxidermy Demonstration (FLC)  
1:00 p.m. —Mid-South Sew With Cotton Finals (FLC)  
2:30 p.m. —Music of America (Pipkin Center)  
3:00 p.m. —Taxidermy Demonstration (FLC)  
4:00 p.m. —Entertainment (FLC)  
4:00 p.m. —Country Music Show starring Statler Brothers,  
Tammy Wynette, Ronnie Milsap (Coliseum)  
4:30 p.m. —Music of America (Pipkin Center)  
5:00 p.m. —Foods Demonstration (FLC)  
6:30 p.m. —Budweiser Clydesdales (Arena Bldg.)  
6:30 p.m. —Music of America (Pipkin Center)  
8:30 p.m. —Country Music Show starring Statler Brothers,  
Tammy Wynette, Ronnie Milsap (Coliseum)

Art Show—Coliseum  
Children's Barnyard  
Craft & Culinary Exhibits—Family Living Center (Bldg. #13)  
Drug Awareness Exhibit—Youth Center  
Exhibits—Commercial, Educational  
Farm Equipment Exhibits  
Flower Shows—Horticulture Building (Bldg. #6)  
Garland Parnell & Monkey  
Goodings Million Dollar Midway  
Home-A-Rama—Pipkin Center  
Milking Demonstration—Milking Parlor  
Patti Lynn—Clown  
Petting Zoo  
Wildlife Garden Craft Show

Friday, Sept. 24 ..... 2:00, 5:30, 8:00  
 Saturday, Sept. 25 ..... 2:00, 5:30, 8:00  
**Liberty Theatre**  
 Sunday, Sept. 26 ..... 5:30, 8:00  
**Stage 1**

Friday, Sept. 24 &  
Monday, Sept. 27 .....1:30, 3:30, 5:30, 7:30, 8:30  
Tuesday, Sept. 28 &  
Saturday, Oct. 2 .....1:30, 3:30, 5:30, 7:30

Friday, Sept. 24 &  
Monday, Sept. 27 ..... 1:00, 4:30, 7:00  
Tuesday, Sept. 28 &  
Wednesday, Sept. 29 ..... 4:30, 7:00  
**Liberty Theatre**

